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7. (New) A satellite broadcast signal distribution system that distributes received satellite broadcast signals to remote receiver equipment via a distribution cable, said satellite broadcast signal distribution system comprising:

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a satellite signal receiving antenna that receives at least first and second distinct blocks of broadcast program signals from at least one satellite, said first block comprising a first plurality of broadcast program signals, said second block comprising a second plurality of broadcast program signals;

at least one block converter coupled to the satellite signal receiving antenna, said block converter block-frequency-converting at least the first block comprising the first plurality of broadcast program signals to a different frequency band; and

a coupler, coupled to the block converter, that applies both blocks onto said distribution cable for simultaneous distribution to the remote receiver equipment.

8. (New) The system of claim 7 wherein said receiver equipment produces a control signal, and said system further includes an electrically operated switch disposed at said receiver equipment, said switch operating to select said block-frequency-converted first block or said second block carried by said distribution cable, said switch operating in response to the control signal produced by said receiver equipment.

9. (New) The system of claim 7 wherein:

the receiver equipment is of the type that alternately receives vertical polarization type satellite signals and horizontal polarization type satellite signals;

the coupler simultaneously applies both a vertical polarization type block of satellite broadcast signals and a horizontal polarization type block of satellite broadcast signals to the same distribution cable; and

the system further includes a head-out processor disposed at the receiver equipment and coupled to said distribution cable, said head-out processor selecting between said vertical polarization type block of satellite broadcast signals and said horizontal polarization type block of satellite broadcast signals for application to said receiver equipment.

10. (New) The system of claim 7 wherein said distribution cable comprises a single coaxial or fiber cable.

11 (New) The system of claim 7 wherein said block converter converts said first block to a frequency band outside of the range of 950-1450 MHz.

12. (New) The system of claim 7 wherein said block converter converts said first and second blocks to frequency bands outside of the range of 950-1450 MHz.

13. (New) The system of claim 7 wherein the system permits the blocks to travel via existing wiring.

14. (New) The system of claim 7 wherein the block converter converts the satellite broadcast signals to frequencies which present day amplifiers can transport.

15. (New) The system of claim 7 further including re-converting the signals to their original frequencies.

16. (New) The system of claim 7 wherein the first block comprises vertically polarized signals and the second block comprises horizontally polarized signals.

17. (New) The system of claim 7 wherein the first block comprises left-hand circular polarization signals and the second block comprises right-hand circular polarization signals.

18. (New) The system of claim 7 further including passing said received signals through a low noise block converter.

19. (New) The system of claim 7 wherein the block converter includes an up converter.

20. (New) The system of claim 7 wherein the block converter includes a down converter.

21. (New) The system of claim 7 wherein the block converter comprises a down converter and an up converter.

22. (New) The system of claim 7 further including a further block converter at said receiver equipment, said further block converter block-frequency-converting at least one of said first and second blocks into a range the receiver equipment can receive.

23. (New) The system of claim 7 further including a switch at said receiver equipment, said switch switching between said first and second blocks.

24. (New) The system of claim 7 further including a selector at said receiver equipment, said selector selecting said first block or said second block.

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25. (New) The system of claim 7 wherein the block converter frequency-converts said first block to a first frequency band and frequency-converts said second block to a second frequency band different from and non-overlapping with said first frequency band.

26. (New) The system of claim 7 wherein the receiver equipment includes a tuner that tunes to select a particular satellite broadcast signal within said first and second satellite broadcast signal blocks for reception.

27. (New) In a satellite broadcast signal distribution system that distributes received satellite broadcast signals to multiple receiver equipment installations via a shared distribution cable, a method comprising:

obtaining at least first and second blocks of broadcast program signals transmitted by at least one satellite, said first block comprising a first plurality of broadcast program signals, said second block comprising a second plurality of broadcast program signals;

block-frequency-converting at least the first block comprising the first plurality of broadcast program signals to a different frequency band; and

simultaneously applying both the block-frequency-converted first block and the second block to the shared distribution cable for distribution to said multiple receiver equipment installations.